



## *Company Overview*



# THE AGE OF MOBILE

By the end of 2011, *50% of Americans* will have a smartphone

Globally, *3x* more smartphones are being activated *every minute* than babies being born

*6.9 trillion* SMS messages were sent in 2010  
(*8 trillion* estimate for 2011)

In Q4 2010, more smartphones were sold *than PCs*



*conversations with people that  
are actually important to you.*

# “YOUR REAL LIFE NETWORK”

*ubiquitous, always on, and works  
everywhere, with everyone.*



# WHAT IS GROUPME?

Private, free group messaging for everyone on any phone & the web



**Jackson:**  
What's up everyone? Why don't we meet up before the concert?

**Dave:**  
Sad I'm missing it. This trip is great tho. Check this pic!



*Location: Las Vegas*

**Beth:**  
Already here buying merch. See ya soon.  
*Location: Madison Square Garden*

**Amanda:**  
Yes! Leaving home in 10. So excited for it. Dave, we miss you!



iPhone



Android



Windows Phone 7



BlackBerry



SMS



Website



# HOW DO PEOPLE USE GROUPME?

The platform has quickly gained widespread mainstream appeal

*hugely popular  
on campuses such  
as NYU, UPenn &  
Harvard*



COLLEGE BUDDIES



DISASTER RELIEF WORKERS

*sms volume in  
alabama spiked  
208% during april  
2011 tornadoes*

*"mom" & "dad"  
are the top 2  
names in all  
groups*



FAMILY



FRIENDS STAYING  
IN TOUCH

*nearly 50/50  
gender split*

*>11% of all groups on the platform  
are family-related*



SMALL BUSINESS TEAMS

*widespread geographic  
distribution (not just coastal or  
urban)*

*hundreds of sales teams for major  
U.S. wireless carrier utilize the  
platform*



# WHAT MAKES GROUPME DIFFERENT?



*Meaningful, private groups*

*Intimate multi-person groups*

*Perfectly complements users'  
actual relationships*

*Focused, real time  
conversations among genuine  
relationships*

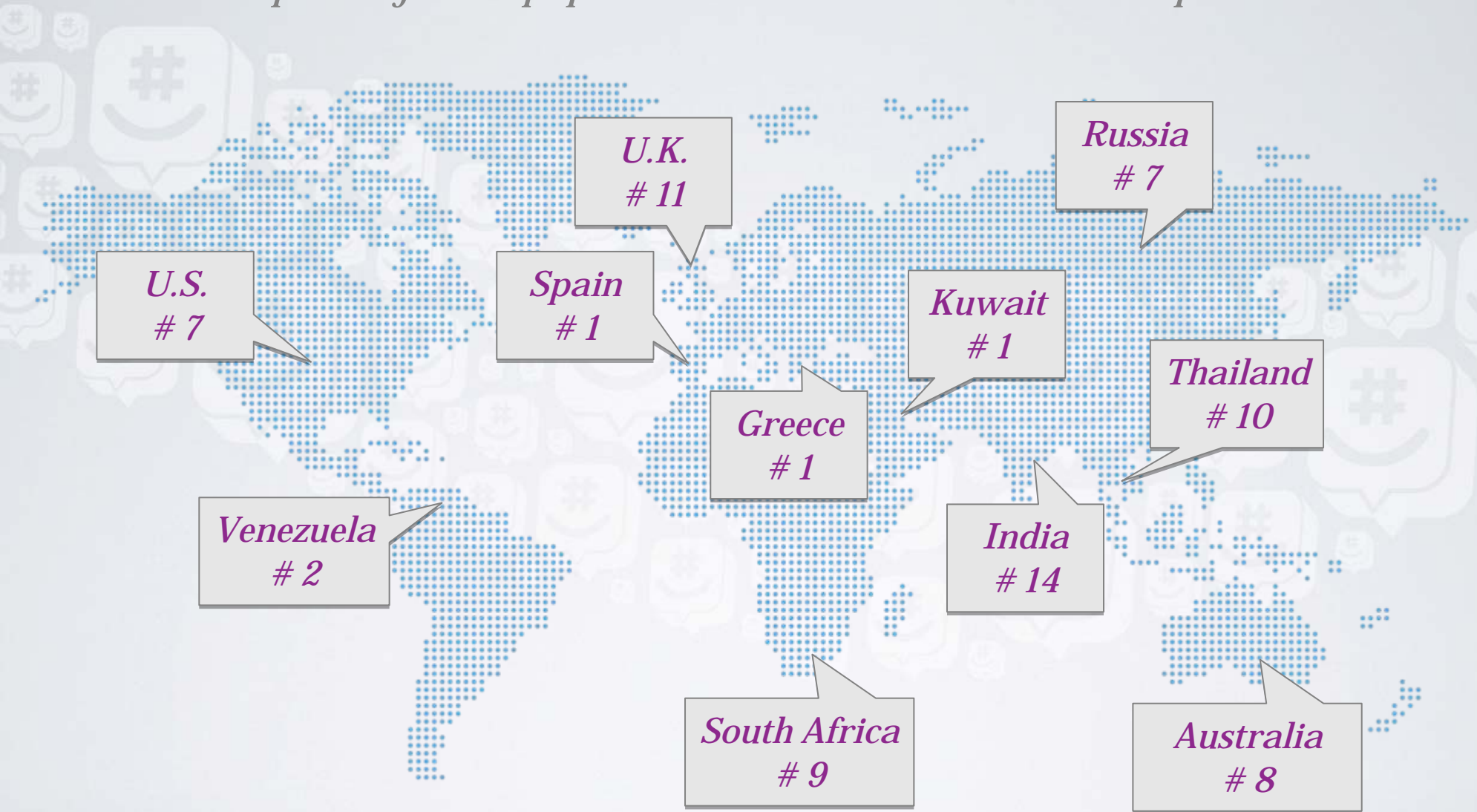
*Dynamic connections, aligned  
with actual events in users'  
lives*





# RANK AMONGST iOS SOCIAL NETWORKING APPS

*GroupMe is just as popular as more established & older platforms*



Notes: 1) Data represents highest rank achieved; 2) Android Market Rank: #5 (country-specific data unavailable)

# GROUPME + BRANDS / EVENTS

Our brand products can be used independently or together

## 1 Featured Groups

Branded group chats that function exactly as regular GroupMe groups for end users (private & device/platform agnostic).

Brand admins are given a range of tools (broadcast messaging, location targeting, etc.) to engage with groups.

## 2 Client Library

API to enable full GroupMe functionality within your apps. Minimal development time required.

Groups created within app can be tied to Featured Group.

3

*Coming soon: tools to help groups make decisions better & enjoy new experiences together*





# COMPETITIVE DIFFERENTIATION

Technology

*interoperability across platforms & SMS/data*

*beautiful UI & enjoyable UX*

*faster product release cycles*

*Skype feature integration*

Universal  
+  
Global

Indispensable  
+  
Multi-Purpose

*infinite real-life use cases*

*international support in 90+ countries*

*Skype's full support (200 million monthly active users)*

Scale



# USER TESTIMONIALS

"I tried to get everyone on board with Twitter, but most had no desire to sign up. However, **everyone did have texting & a cell phone**. Setting up GroupMe took just seconds.

"I use it to talk with my other Bon Jovi friends **before, during & after concerts.**"

"Since March, we've been able to stop a home invasion, interrupt a car theft in progress and snap a clear photograph of a vagrant...all due to our ability to amass a large number of persons very quickly to the scene of the action...GroupMe has **provided a sense of empowerment in our community.**"

"Fun way to **stay connected with a group of friends** leading up to an event like a night out on the town."

"My family is spread out from Oklahoma, Arkansas & Tennessee...GroupMe has **made it SO much easier** to keep them updated even on the small things...our **ages range from 13 to 60** and it's made it so nice and kept us close."

"I own a small biz and I use it to **communicate with managers and to host conference calls**...probably the coolest app on my phone."

"I've found GroupMe to be the best artist services tool I've ever used...but the best part is that GroupMe allows us to **always feel personally, not just professionally, connected.**"

"I use GroupMe **for ladies Bible study and my two close friends**. What I love about GroupMe is that it's just like talking to everyone but texting style."

"I run a homicide team for a large sheriff's department and **use GroupMe with my investigative team**. We pass on information as it is obtained...to keep other investigators up to date with developing information."

"We use several different groups within our family for different purposes...using GroupMe **simplifies the process of communicating.**"





**THANK YOU**

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